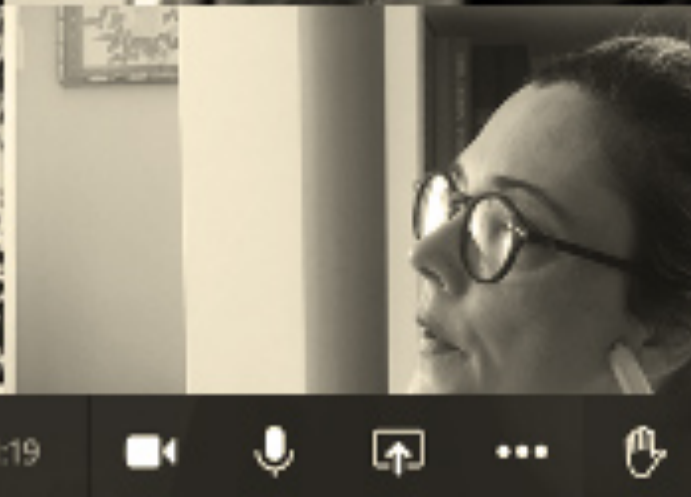




# BRIDGEHOUSE

UP CLOSE AND PERSONAL

Fun and great results with virtual Workshops



01:19



»At least 40% of all businesses will die in the next 10 years... if they don't figure out how to change their entire company to accommodate new technologies.«

**John Chambers, Cisco System**

# Online training objectives

## Adding a personal touch to highly engaging, results-oriented online workshops

Live workshops are one thing. But translating engagement, interpersonal connectivity and gamification into virtual workshops, is a whole new ball game.

Our main goal is to equip our participants with tips and tricks on how to design and implement their digital formats in a highly interactive, personal and effective way – without a lot of fuss.

Believe it or not, digital workshops can actually be fun. For those who design and conduct them, but also for those who participate in them. Our sessions will include targeted inspiration and ideas for your daily implementation. We will be working hands-on, directly with your current topics and formats.

This approach guarantees that the workshop content is always practically relevant. When you are finished with our training, you will have content at hand ready to use for your next workshop.

Once you have completed our BRIDGEHOUSE Digital First Certification (BDFC), it will be much easier for you to create and conduct all of your upcoming online presentations, workshops and other digital formats.

In the following, you will find an overview of our session topics and content.

# Online training content

Up close and personal

## **The MacGyver Method**

Small changes with big impact –  
making the most out of yourself and  
your technical possibilities

## **Structure, structure, structure!**

Let's go: guidelines, schedules, checklists

## **Start strong, finish strong**

Live hacks from storytelling and storyselling

## **Commit to results**

No more excuses. Everyone knows what to do next

## **»Our strong suit is what we do, and our audience« (Jerry Garcia)**

How to gain allies and build interpersonal connections

## **TTT: timing, tech and tricks**

The frame makes the picture. Three t's to help you  
perfect your online formats

## **What's next?**

The real work begins after your workshop.  
How to plan and commit during that phase

## **Digital First Certificate**

Digital workshopper certification

## **Sovereignty means no struggle**

Comprehensively apply your acquired virtual workshop  
methods and digital know-how to all other  
online formats

## **Practice, practice, implement**

Exercises, suggestions and challenges for your  
online workshops



Philipp Steinle

# Your online trainer

Philipp Steinle

»If you want to go  
where no one  
went before you  
don't ask for  
directions«

Coco Chanel

His time in the international innovation marketing department of a large Bavarian car manufacturer had a great impact on him. His team there was already using agile methods, long before the term even existed. Philipp started designing and conducting digital workshops at an early stage in his career – way before that even became »a thing«.

In his function as managing director of Europe's largest independent communication agency, Philipp has conducted over 300 workshops on both a national and international level.

Philipp's training style is »less theory, more practice« – apply and learn.

Philipp studied communication sciences and law. He has been a BDVT certified business trainer since 2012. He also trains on weekends to clear his head. But mainly on tennis courts or his rowing machine. He lives in Munich with his lovely wife and two kids and is passionate about his improv theatre group.





Mary Jakob



# Your online trainer

Maria-Luise (aka Mary) Jakob

»The goal is not to be perfect by the end, the goal is to be better today«

Simon Sinek

Mary Jakob has a bachelor's degree in communication sciences from the University of Connecticut and a master's degree in media authoring from the Hochschule der Medien in Stuttgart. She is a certified live trainer and online trainer.

Mary belongs to the generation »analog childhood, digital youth« and has over 15 years of business experience in the communication industry, 10 of which were in leading positions of Europe's largest communication agency.

She originally gained her professional digital expertise from her work in online media, process and organisational development, and change management processes in virtual teams.

Out with complexity, in with emotion and fun. It's possible, even in a virtual environment!

In her role as a webinar trainer, Mary has worked in many areas of virtual collaboration in recent years, ranging from effective online meetings to virtual workshops, conducting live online webinars and certifying webinar trainers.

### Upcoming virtual training sessions via Microsoft Teams

In German: September 11, 2020 (day 1), September 18, 2020 (day 2)

In English: October 9, 2020 (day 1), October 16, 2020 (day 2)

In German: October 23, 2020 (day 1), October 30, 2020 (day 2)

In English: November 6, 2020 (day 1), November 13, 2020 (day 2)

### Times

day 1: 09:00 am – 04:00 pm

day 2: 09:00 am – 01:00 pm

Additional information and details can be clarified in a phone call or video conference beforehand, or upon request.

### Pricing

The cost for the two-day online training is **990,00 €** per participant. An individual 45-minute transfer coaching session with one of the trainers is included, but not mandatory. Current German VAT of 16% not included.

### Participants

Everybody who conducts or is planning on conducting and designing online workshops or any other kind of online format is welcome to attend. Experience shows that the participants usually come from a variety of companies and industries. There is a maximum of ten participants per online training session. This limit allows the trainers to focus and train each individual according to our high quality standards.

### Registration

Feel free to call and register at **+49 30 609 83 21 – 0** or drop a short e-mail to **hello@bridgehouse.de**. We will get in touch with you directly after you have contacted us with your interest. Due to the limited number of participants, you will receive a final confirmation of your registration after we have checked the number of already confirmed participants. Thank you for your understanding.



# BRIDGEHOUSE

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